

# Tariff Trends SnapShot No 65 - Social Media

<https://marketpublishers.com/r/T82F6C2C4ECEN.html>

Date: December 2015

Pages: 0

Price: US\$ 299.00 (Single User License)

ID: T82F6C2C4ECEN

## Abstracts

In SnapShot 65 TCL examines the use of social networking services with mobile services. It looks at the mobile & social networking promotions that are being combined with Pre Pay and Post Pay plans. Social networking are being bundled for free with selected internet and Top Up amounts. Social Network providers – such as Facebook and WhatsApp - are also partnering with selected MNOs to offer unlimited social network usage over a promotional period.

Selected MNOs are also offering dedicated internet plans just for social networking or are being combined with general mobile internet access.

MNOs are offering combinations of social networks with Mobile Data plans either as a promotion or to preserve a price point in a competitive market.

## Contents

- 1. INTRODUCTION – SOCIAL NETWORKING & MOBILE SERVICES**
- 2. PRICING FOR SOCIAL NETWORKS AND MOBILE SERVICES**
- 3. NEW COMBINATIONS OF SOCIAL NETWORKING & MOBILE SERVICES**
- 4. CONCLUSIONS – COOPERATION BETWEEN MOBILE & SOCIAL NETWORKS**

**KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:**

**3HONGKONG, AIRTEL (INDIA), CLARO (BRAZIL), ETISALAT (EGYPT), MOVISTAR (SPAIN & MEXICO), MTN (NIGERIA), RELIANCE COMMUNICATIONS (INDIA), TIM (BRAZIL), TELCEL (MEXICO), TELENOR (MYANMAR & PAKISTAN), TELKOMSEL (INDONESIA), VODAFONE (SPAIN) & YOIGO (SPAIN).**

**DELIVERABLE**

PowerPoint 26 slides packed with information and pricing examples.

## I would like to order

Product name: Tariff Trends SnapShot No 65 - Social Media

Product link: <https://marketpublishers.com/r/T82F6C2C4ECEN.html>

Price: US\$ 299.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T82F6C2C4ECEN.html>